

MarketingTracker

The best OLAP solution for analysing and organising your marketing and sales datawarehouse

A company-wide marketing and sales datawarehouse server

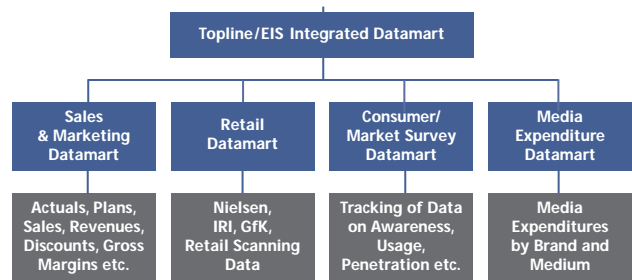
MarketingTracker is a unique marketing and sales datawarehouse solution. More than any other system it has proven to fit the particular needs of a marketing datawarehouse and marketing decision support environment. MarketingTracker is based on multidimensional analysis (OLAP) and features slicing and dicing, pivoting, drill-down, drag and drop and a powerful selection functionality. Users of MarketingTracker can easily store their own custom reports and have them periodically updated. For non-power users an easy to use 'briefing book' system is available. MarketingTracker is fully web-enabled.

Integrating Internal and External Information

Marketing and sales data from internal data sources are crucial for supporting marketing- and sales operations. Like many well known OLAP products, MarketingTracker includes extensive features for in depth sales analysis, product- and account profitability analysis, trend analysis and more. But only MarketingTracker provides the user with the tools to integrate marketing and sales data with external information concerning markets, competitors, distribution channels, consumer habits and attitudes (like Nielsen, IRI, GfK, ConsumerTracking, Media expenditures). Considering the diverse nature of external information, these data can best be organised in specialised datamarts. Compared to other OLAP products, MarketingTracker has a unique and easy to implement ability to integrate all typical marketing information in a datawarehouse solution. It is based on a multiple datamart approach with concurrent access to many datamarts. This enables the user to relate internal corporate data with external data (for example the impact of media expenditure on brand image or marketshare, or the impact of sales promotions on brand trial). MarketingTracker is extremely suited for a datamart approach and a step by step deployment of a datawarehouse.

Information Outliner and Briefing Book

Navigation and easy access to datawarehouse information is organised through an outliner. Power users (mostly business analysts) can deploy the full functionality of the system and access to the datamarts.



OLAP marketing datawarehouse, datamarts en MarketingTracker



MarketingTracker Outliner and Dataviews



MARKETING DATAWAREHOUSING EN OLAP SPECIALISTS

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Briefing book users have access to easy to retrieve, predefined information. MarketingTracker supports the definition of any kind of predefined report (tables or graphs) with simple drag and drop tools. These reports can be organised in briefing books which can reflect various customised organisational views on sales and marketing decision support. A briefing book can be organized along the lines of product-/account profitability reporting, brand performance indicators, category management analysis, competitive analysis or organizational reporting groups and so on.

MarketingTracker Web Client and Web Publishing

Full MarketingTracker functionality is also available in a web browser. Browser clients have live access (mostly in a companywide intranet environment) to the Sales and Marketing datawarehouse. MarketingTracker also features 'publishing' of data slices like predefined briefing book reports and graphs. For a much wider public of internal or external users, customized information can be distributed and accessed by a simple browser.

MarketingTracker Features

OLAP functionality:

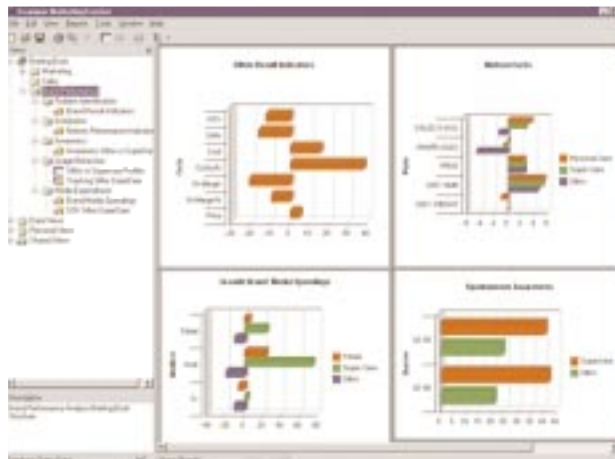
- Multidimensional analysis (up to 16 dimensional cubes),
- Hierarchical dimensions with multiple hierarchies,
- Dwindrilling, Pivoting, Slicing,
- Powerful, fast formulas (like ratio's, indices, percentages) and time dependent calculations (like MAT, MAVG, YTD),
- Custom aggregates and formulas,
- Powerful, intuitive selection wizard (List, Top/Bottom, Exception, Attribute, Match selection, Dynamic selection).

Reporting and Graphing:

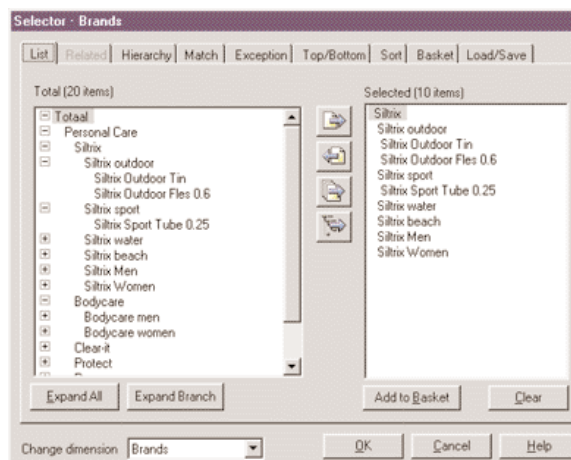
- Complete freedom in report layout,
- All common business graph styles are supported,
- Report and graph definitions can be saved in personal and shared folders and are ready to run each new period,
- Reports and graphs can be printed, exported (any file format) or published (web browser) in batch mode,
- Annotations for any data point.

Datamart access:

- Multiple views on the datacubes,
- Concurrent access to multiple datamarts,
- Support of multiple cubes for a single datamart.



Related views on four different datamarts



MarketingTracker Selector Wizard

System features:

- On line context sensitive help,
- Authorization at datamart-, view- and dimension level,
- Performance optimization by fast OLAP MarketingTracker cacher,
- Version maintenance,
- Server and standalone version,
- Client platform Windows 95 or 98, Windows NT,
- Server platform Windows NT, Unix.



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De Haag 1, Gebouw 2, 3993 AV Houten
The Netherlands
Tel: (030) 635 30 53. Fax: (030) 635 30 54.
E-mail: info@scanmar.nl
Website: www.scanmar.nl



The Scanmar Marketing Decision Support products MarketingTracker and PlanCaster are based on the Oracle Express multidimensional OLAP database technology. Scanmar products are used by a rapidly growing number of organizations such as British American Tobacco STC, Cyanamid International, DAF Trucks, The Dutch Product Board for Horticulture, Friesland Coberco Dairy Products, Heineken Breweries, Hema Department Stores, The Dutch Retail Trade Board, International Post Corporation, Riedel Beverages, Royal De Ruijter, Royal Theodorius Niemeyer, Mars, Dutch Bureau for Tourism, Dutch Railways, Rothmans, Schiphol Airport, Unilever and Vrumona Beverages.